

High School to College and Career Pathway: Post-Secondary

Area of Study: Marketing Education

Pathway: Marketing Management

Region: Wasatch Front	District:	School:	College/Institution: Salt Lake Community College Articulation Agreement in place? Yes Name of Degree or Certificate: Marketing Management Associate of Applied Science Degree (67 hours required)
Contact Person: Don Johnson		Ph.#: 801-957-5807	
E-mail: don.johnson@slcc.edu		Date: 4/5/07	

High School				College		
Course Number	High School Suggested Academic Courses	H.S. Credit	College Credits	Course Number	College General Education Requirements	College Credits
	ENGL 1010*	1	3	ENGL 1010	Introduction to Writing	3
	FIN 1380*	.5	3	FIN 1380	Financial Math	3
				BUS 2200	Business Communication	3
				MKTG 1010	Service Tech (CST 1010?)	2
	Course from 2 areas listed on the right*	2	6		Course from 2 areas: Biol Sci, Fine Arts, Humanities, Interdisciplinary, Phys Sci, Soc Sci	6

Note: This is a regional agreement. Some classes and some concurrent enrollment agreements may not be available in your particular high school. See your individual school for specific program offering. **Note:** *= concurrent ^= distant

High School to College and Career Pathway: Post-Secondary

Area of Study: Marketing Education

Pathway: Marketing Management

High School				College		
Course CIP #	CTE Pathway Courses (credits for completion)	H.S. Credit	College Credits	Course #	College Major Course Requirements	College Credits
Course #	Introductory Course: (preferred)	Credit				
08.0707	Marketing, Introduction (7-9 grade)	.50				
52.0417	Computer Technology	.50				
52.0461	Word Processing Basic/Keyboarding	.50				
	Foundation Courses: (required)					
52.0211	Business Management	.50				
08.0708	Marketing*	.50	3	MKTG 1030	Intro to Marketing	3
	Elective Courses:					
52.0312	Accounting I	.50				
52.0322	Accounting II	.50				
52.0813	Banking & Finance	.50				
52.0511	Business Communications I	.50				
52.0521	Business Communications II	.50				
52.0441	Business Law	.50				
52.0311	Business Math	.50				
52.0254	Business Web Page Design	.50				
08.0802	e-Commerce	.50				
08.0601	Economics	.50				
52.0419	Electronic Spreadsheets & Databases	.50				
08.0301	Entrepreneurship	.50				
08.0211	Leadership Principles*	.50	3	BUS 1900	Special Projects (from electives below)	3
08.0903	Sports & Entertainment Marketing	.50				
32.0199	Student Internship (Critical Workplace Skills)	.50				
				ACCT 2010	Survey of Financial Accounting	3
				BUS 1050	Foundations of Business	3
				ECON 2020	Macroeconomics	3
				LOG 1010	Distribution Systems	3
				MGT 2050	Legal Environment of Business	3
				MKTG 1050	Consumerism	3
				MKTG 1300	Business Presentations	2
				MKTG 2100	Marketing Information Management	3
				MKTG 2120	Product & Pricing Strategies	3
				MKTG 2400	International Marketing	3
				MKTG 2500	Principles of marketing	3
				MKTG 2810	e-Commerce Design/Implement	3

	Additional Articulated Classes Below	Credit				Credit
08.9904	Advertising Promo Conc Enroll*	.5	3 ⇨	MKTG 1070	Promotion	3
08.0705	Economics – Mkt Conc Enroll*	.5	3 ⇨	MKTG 1090	Retail Mngmt (or MKTG 2360 Bus to Bus)	3
52.0621	Entrepreneur – Bus Conc Enroll*	.5	3 ⇨	MKTG 1480	Sales	3
32.9902	Retailing Conc Enr MKTG 2000 (1)*	.5	⇨		Electives – 3 credits from: BUS 1900; MGT 2070, MGT 2600; MKTG 1090, MKT 2000, MKTG 2360, MKTG 2990	(BUS 1900 listed above)
TOTAL Potential Credits Earned in High School			27	TOTAL Credits Required for Degree or Certificate		70

Note: This is a regional agreement. Some classes and some concurrent enrollment agreements may not be available in your particular high school. See your individual school for specific program offering. **Note:** *= concurrent ^= distant